

Motor Soft Starter Market by Voltage (Low and Medium), Rated Power (Up to 750 W, 751 W–75 kW, Above 75 kW), Application (Pumps, Fans, Compressors), Industry (Oil & Gas, Water and Wastewater, Power Generation, Mining), and Region - Global Forecast to 2024

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Abstracts

“The motor soft starter market is projected to reach USD 2.3 billion by 2024, at a CAGR of 6.0% from 2019 to 2024”

The global motor soft starter market is projected to reach USD 2.3 billion by 2024 from an estimated market size of USD 1.7 billion in 2019, at a CAGR of 6.0% during the forecast period. The growing demand for industrial pumps, increased use of electric motors in key industries, and increased demand for HVAC has boosted the demand for motor soft starters. Moreover, the investments in the non-oil sector of the Middle East and increased automation globally would further aid the growth of this market. The functional superiority and competitive pricing of variable frequency drives (VFDs) is a restraint for the growth of the motor soft starters market.

“The low voltage segment is expected to dominate the motor soft starters market in 2019”

The low voltage segment dominated the motor soft starters market in 2018 owing to the extensive adoption of low voltage motors in various industries across the globe. Low voltage motor soft starters are installed mainly in the oil & gas, water & wastewater, power generation, pulp & paper, food & beverage, automobile, oil & gas, and cement industries. They are mostly used in industries to control the initial voltage, to protect the

motor against heavy inrush currents at the time of motor start. Therefore, they are in high demand, considering the increasing industrialization and rise in greenfield investments.

“The motor soft starters for pump application segment is expected to grow at the highest CAGR from 2019 to 2024”

The motor soft starter market for pump applications is estimated to be the fastest-growing motor soft starters market, by application, from 2019 to 2024. This growth is attributed to the increasing levels of water & wastewater investments in regions such as Asia Pacific and the Middle East & Africa. This, combined with the increase in oil & gas investments in response to rising in demand for oil, is expected to drive the growth of the market for motor soft starters for pump applications. Oil & gas, water & wastewater are two biggest end user industries for industrial pumps and any increase in investments in these industries is expected to drive the market growth of motor soft starters for pump applications.

“Asia Pacific is expected to lead the global motor soft starters market in terms of market size and growth rate”

Asia Pacific is currently the largest motor soft starters market, followed by Europe and. Owing to increased investments in construction, power generation, and industrialization projects. The Asia Pacific motor soft starter market is also driven by an increase in electricity demand and power generation capacity additions in the region. It is projected to grow at the fastest rate, with China dominating the regional market. Apart from the Chinese and Indian markets, the motor soft starters market in Japan is also growing at a healthy rate.

Breakdown of Primaries:

In-depth interviews have been conducted with various key industry participants, subject-matter experts, C-level executives of key market players, and industry consultants, among other experts, to obtain and verify critical qualitative and quantitative information, as well as to assess future market prospects. The distribution of primary interviews is as follows:

By Company Type: Tier I: 60%, Tier II: 20%, and Tier III: 20%

By Designation: C-Level: 55%, Director Level: 30%, and Others: 15%

By Region: Asia Pacific: 30%, North America: 25%, Europe: 20%, South America: 15%, and the Middle East & Africa: 10%

Note: Others includes sales managers, marketing managers, product managers, and product engineers.

The tier of the companies is defined on the basis of their total revenue, as of 2017; Tier 1: USD 1 billion, Tier 2: USD 500 million–1 billion, and Tier 3:

Contents

1 INTRODUCTION

1.1 OBJECTIVES OF THE STUDY

1.2 DEFINITION

1.2.1 MOTOR SOFT STARTER MARKET TERMINOLOGY, BY VOLTAGE: INCLUSIONS & EXCLUSIONS

1.2.2 MOTOR SOFT STARTER MARKET TERMINOLOGY, BY INDUSTRY: INCLUSIONS & EXCLUSIONS

1.3 MARKET SCOPE

1.3.1 MARKETS COVERED

1.3.2 REGIONAL SCOPE

1.3.3 YEARS CONSIDERED FOR THE STUDY

1.4 CURRENCY

1.5 LIMITATIONS

1.6 STAKEHOLDERS

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

2.1.1 SECONDARY DATA

2.1.1.1 Key data from secondary sources

2.1.2 PRIMARY DATA

2.1.2.1 Key data from primary sources

2.1.2.2 Break-up of primaries

2.2 SCOPE

2.3 MARKET SIZE ESTIMATION

2.3.1 DEMAND-SIDE ANALYSIS

2.3.1.1 Calculation

2.3.1.2 Assumptions

2.3.2 SUPPLY-SIDE ANALYSIS

2.3.2.1 Assumptions

2.3.2.2 Calculation

2.3.3 FORECAST

2.4 DATA TRIANGULATION

2.5 PRIMARY INSIGHTS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES IN THE MOTOR SOFT STARTER MARKET DURING

THE FORECAST PERIOD

4.2 MOTOR SOFT STARTER MARKET, BY VOLTAGE

4.3 MOTOR SOFT STARTER MARKET, BY RATED POWER

4.4 MOTOR SOFT STARTER MARKET, BY APPLICATION

4.5 MOTOR SOFT STARTER MARKET, BY INDUSTRY

4.6 MOTOR SOFT STARTER MARKET, BY REGION

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.1.1 YC SHIFT ANALYSIS:

5.2 MARKET DYNAMICS

5.2.1 DRIVERS

5.2.1.1 Increased demand for industrial pumps

5.2.1.2 Rising demand for Heating, Ventilation, and Air Conditioning (HVAC) applications

5.2.1.3 Adoption of high-efficiency motors

5.2.2 RESTRAINTS

5.2.2.1 Functional superiority and competitive pricing of Variable Frequency Drives (VFDs)

5.2.3 OPPORTUNITIES

5.2.3.1 Investments in non-oil sectors of the Middle East

5.2.3.2 Increased automation and reliability concerns

5.2.4 CHALLENGES

5.2.4.1 Decline in investments in conventional power generation plants

6 MOTOR SOFT STARTER MARKET, BY VOLTAGE

6.1 INTRODUCTION

6.2 LOW VOLTAGE

6.2.1 INCREASED INSTALLATIONS OF LOW VOLTAGE MOTORS FOR INDUSTRIAL USAGE ARE DRIVING DEMAND FOR LOW VOLTAGE MOTOR SOFT STARTERS

6.3 MEDIUM VOLTAGE

6.3.1 INVESTMENTS IN LARGE WATER TREATMENT PLANTS AND OIL & GAS GLOBALLY ARE EXPECTED TO INCREASE DEMAND FOR MEDIUM VOLTAGE MOTOR SOFT STARTERS

7 MOTOR SOFT STARTER MARKET, BY RATED POWER

7.1 INTRODUCTION

7.2 UP TO 750 W

7.2.1 ASIA PACIFIC IS EXPECTED TO LEAD THE UP TO 750 W MOTOR SOFT STARTER MARKET

7.3 751 W–75 KW

7.3.1 SIGNIFICANT GLOBAL INVESTMENTS IN OIL & GAS AND DESALINATION PROJECTS ARE EXPECTED TO INCREASE DEMAND FOR 751 W–75 KW MOTOR SOFT STARTERS

7.4 ABOVE 75 KW

7.4.1 ABOVE 75 KW MOTOR SOFT STARTER SEGMENT IS EXPECTED TO GAIN IMPETUS OWING TO RISING GLOBAL MINING INVESTMENTS

8 MOTOR SOFT STARTER MARKET, BY APPLICATION

8.1 INTRODUCTION

8.2 PUMP

8.2.1 RISING DEMAND FOR OIL AND INCREASED INVESTMENTS IN WATER & WASTEWATER SECTOR ARE EXPECTED TO DRIVE MOTOR SOFT STARTER MARKET FOR PUMP APPLICATIONS

8.3 FAN

8.3.1 INVESTMENTS IN POWER GENERATION GLOBALLY ARE EXPECTED TO INCREASE DEMAND FOR MOTOR SOFT STARTERS FOR FAN APPLICATIONS

8.4 COMPRESSOR

8.4.1 INVESTMENTS IN OIL & GAS AND INDUSTRIAL SECTOR GLOBALLY ARE ANTICIPATED TO INCREASE DEMAND FOR MOTOR SOFT STARTERS FOR COMPRESSOR APPLICATIONS

8.5 OTHERS

8.5.1 INVESTMENTS IN MINING AND INDUSTRIAL SECTOR GLOBALLY ARE EXPECTED TO INCREASE DEMAND FOR MOTOR SOFT STARTERS FOR OTHER APPLICATIONS

9 MOTOR SOFT STARTER MARKET, BY INDUSTRY

9.1 INTRODUCTION

9.2 OIL & GAS

9.2.1 INCREASED OIL & GAS INVESTMENTS IN NORTH AMERICA ARE EXPECTED TO DRIVE MOTOR SOFT STARTER MARKET IN OIL & GAS INDUSTRY

9.3 WATER & WASTEWATER

9.3.1 INVESTMENTS IN WATER & WASTEWATER PROJECTS AND DESALINATION PROJECTS GLOBALLY ARE EXPECTED TO INCREASE DEMAND FOR MOTOR SOFT STARTERS IN WATER & WASTEWATER INDUSTRY

9.4 POWER GENERATION

9.4.1 DEMAND FOR MOTOR SOFT STARTERS IN POWER GENERATION IS EXPECTED TO INCREASE WITH RISE IN ENERGY SECTOR INVESTMENTS

9.5 MINING

9.5.1 INCREASE IN CAPITAL EXPENDITURE OF MAJOR MINING COMPANIES IS EXPECTED TO DRIVE THE MOTOR SOFT STARTER MARKET

9.6 OTHERS

9.6.1 INVESTMENTS IN FOOD & BEVERAGE AND CHEMICAL & PETROCHEMICAL GLOBALLY ARE EXPECTED TO DRIVE DEMAND FOR MOTOR SOFT STARTERS IN OTHERS INDUSTRY

10 MOTOR SOFT STARTER MARKET, BY REGION

10.1 INTRODUCTION

10.2 ASIA PACIFIC

10.2.1 BY VOLTAGE

10.2.2 BY RATED POWER

10.2.3 BY APPLICATION

10.2.4 BY INDUSTRY

10.2.5 BY COUNTRY

10.2.5.1 China

10.2.5.1.1 Strong economic growth and supportive government policies for growing industrialization are expected to drive the Chinese motor soft starter market

10.2.5.2 India

10.2.5.2.1 Increased manufacturing and industrialization along with need for enhanced efficiency of the manufacturing plants are driving the motor soft starter market during the forecast period

10.2.5.3 Japan

10.2.5.3.1 Thriving construction industry and investments toward industrial

wastewater treatment are expected to drive
the Japanese motor soft starter market

10.2.5.4 Rest of Asia Pacific

10.2.5.4.1 Increase in generation of electricity from coal and fossil fuels along with
an increase in mining sector is expected
to increase demand for motor soft starters

10.3 EUROPE

10.3.1 BY VOLTAGE

10.3.2 BY RATED POWER

10.3.3 BY APPLICATION

10.3.4 BY INDUSTRY

10.3.5 BY COUNTRY

10.3.5.1 UK

10.3.5.1.1 Need for processing wastewater for sustainability is expected to help the
motor soft starter market grow

10.3.5.2 Germany

10.3.5.2.1 Increasing automation and construction in the region would lead to an
increased demand for motor soft starters

10.3.5.3 Russia

10.3.5.3.1 Increase in the export of crude oil and mineral & metal contributing a
huge portion to GDP is expected to increase demand for motor soft starters

10.3.5.4 France

10.3.5.4.1 Growth in investments in water & wastewater treatment is likely to
increase motor soft starter market

10.3.5.5 Rest of Europe

10.3.5.5.1 Increased investments in manufacturing sector with increased automation
would drive the motor soft starter market

10.4 NORTH AMERICA

10.4.1 BY VOLTAGE

10.4.2 BY RATED POWER

10.4.3 BY APPLICATION

10.4.4 BY INDUSTRY

10.4.5 BY COUNTRY

10.4.5.1 US

10.4.5.1.1 Increased investments in the field of automation in manufacturing plants
and oil & gas exploration are expected to drive the US motor soft starter market

10.4.5.2 Canada

10.4.5.2.1 High growth in construction and oil & gas industries is expected to drive
the Canadian motor soft starter market

10.4.5.3 Mexico

10.4.5.3.1 Rising investments in petroleum industry along with increased industrialization are driving the motor soft starter market during the forecast period

10.5 MIDDLE EAST & AFRICA

10.5.1 BY VOLTAGE

10.5.2 BY RATED POWER

10.5.3 BY APPLICATION

10.5.4 BY INDUSTRY

10.5.5 BY COUNTRY

10.5.5.1 Saudi Arabia

10.5.5.1.1 Oil & gas exploration & production along with a growing number of wastewater plants are likely to drive the motor soft starter market in the country

10.5.5.2 UAE

10.5.5.2.1 Augmented operations in petroleum industry along with construction industry are helping the motor soft starter market to grow during the forecast period

10.5.5.3 South Africa

10.5.5.3.1 Augmented operations in the petroleum industry along with the construction industry are helping the motor soft starter to grow during the forecast period

10.5.5.4 Rest of Middle East & Africa

10.5.5.4.1 Huge investments in oil & gas sector are expected to drive the motor soft starter market in the region

10.6 SOUTH AMERICA

10.6.1 BY VOLTAGE

10.6.2 BY RATED POWER

10.6.3 BY APPLICATION

10.6.4 BY INDUSTRY

10.6.5 BY COUNTRY

10.6.5.1 Brazil

10.6.5.1.1 Augmented investments in utilities and oil & gas sectors are expected to drive the motor soft starter market in the country

10.6.5.2 Chile

10.6.5.2.1 Upcoming investments in mining sector would increase the demand for motor soft starters in the country

10.6.5.3 Argentina

10.6.5.3.1 Growing power generation sector in the country is expected to increase the need for soft starters

10.6.5.4 Rest of South America

10.6.5.4.1 Investments in oil & gas and power sectors are expected to drive the motor soft starter market in the region

11 COMPETITIVE LANDSCAPE

11.1 OVERVIEW

11.2 COMPETITIVE LEADERSHIP MAPPING (OVERALL MARKET)

11.2.1 VISIONARY LEADERS

11.2.2 INNOVATORS

11.2.3 DYNAMIC DIFFERENTIATORS

11.2.4 EMERGING

11.3 MARKET SHARE, 2018

11.4 COMPETITIVE SCENARIO

11.4.1 CONTRACTS & AGREEMENTS

11.4.2 NEW PRODUCT LAUNCHES

11.4.3 MERGERS & ACQUISITIONS

11.4.4 INVESTMENTS & EXPANSIONS

11.4.5 OTHERS

12 COMPANY PROFILES

(Business overview, Products offered, Recent developments, MNM view)*

12.1 ABB

12.2 EATON

12.3 SIEMENS

12.4 SCHNEIDER ELECTRIC

12.5 ROCKWELL AUTOMATION

12.6 EMERSON ELECTRIC

12.7 CROMPTON GREAVES

12.8 DANFOSS

12.9 LARSEN & TOUBRO

12.10 WEG

12.11 TOSHIBA INTERNATIONAL CORPORATION PTY

12.12 MOTORTRONICS

12.13 SOLCON

12.14 CARLO GAVAZZI

12.15 NOLTA

12.16 GOZUK

12.17 LOVATO ELECTRIC

12.18 MINILEC

12.19 SINOVA

12.20 BENSCHAW

*Business overview, Products offered, Recent developments, MNM view might not be captured in case of unlisted companies.

13 APPENDIX

13.1 INSIGHTS OF INDUSTRY EXPERTS

13.2 DISCUSSION GUIDE

13.3 KNOWLEDGE STORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

13.4 AVAILABLE CUSTOMIZATIONS

13.5 RELATED REPORTS

13.6 AUTHOR DETAILS

List Of Tables

LIST OF TABLES

TABLE 1 MOTOR SOFT STARTER MARKET SNAPSHOT

TABLE 2 MOTOR SOFT STARTER MARKET SIZE, BY VOLTAGE, 2017–2024 (USD MILLION)

TABLE 3 LOW VOLTAGE: MOTOR SOFT STARTER MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 4 MEDIUM VOLTAGE: MOTOR SOFT STARTER MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 5 MOTOR SOFT STARTER MARKET SIZE, BY RATED POWER, 2017–2024 (USD MILLION)

TABLE 6 UP TO 750 W: MOTOR SOFT STARTER MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 7 751 W–75 KW: MOTOR SOFT STARTER MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 8 ABOVE 75 KW: MOTOR SOFT STARTER MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 9 MOTOR SOFT STARTER MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 10 PUMP: MOTOR SOFT STARTER MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 11 FAN: MOTOR SOFT STARTER MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 12 COMPRESSOR: MOTOR SOFT STARTER MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 13 OTHERS: MOTOR SOFT STARTER MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 14 MOTOR SOFT STARTER MARKET SIZE, BY INDUSTRY, 2017–2024 (USD MILLION)

TABLE 15 OIL & GAS: MOTOR SOFT STARTER MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 16 WATER & WASTEWATER: MOTOR SOFT STARTER MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 17 POWER GENERATION: MOTOR SOFT STARTER MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 18 MINING: MOTOR SOFT STARTER MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 19 OTHERS: MOTOR SOFT STARTER MARKET SIZE, BY REGION,
2017–2024 (USD MILLION)

TABLE 20 MOTOR SOFT STARTER MARKET SIZE, BY REGION, 2017–2024 (USD
MILLION)

TABLE 21 ASIA PACIFIC: MOTOR SOFT STARTER MARKET SIZE, BY VOLTAGE,
2017–2024 (USD MILLION)

TABLE 22 ASIA PACIFIC: LOW VOLTAGE MOTOR SOFTSTARTER MARKET SIZE,
BY COUNTRY, 2017–2014 (USD MILLION)

TABLE 23 ASIA PACIFIC: MEDIUM VOLTAGE MOTOR SOFTSTARTER MARKET
SIZE, BY COUNTRY, 2017–2014 (USD MILLION)

TABLE 24 ASIA PACIFIC: MOTOR SOFT STARTER MARKET SIZE, BY RATED
POWER, 2019–2024 (USD MILLION)

TABLE 25 ASIA PACIFIC: UP TO 750 W MOTOR SOFTSTARTER MARKET SIZE, BY
COUNTRY, 2017–2014 (USD MILLION)

TABLE 26 ASIA PACIFIC: 751 W–75 KW MOTOR SOFTSTARTER MARKET SIZE, BY
COUNTRY, 2017–2014 (USD MILLION)

TABLE 27 ASIA PACIFIC: ABOVE 75 KW MOTOR SOFTSTARTER MARKET SIZE,
BY COUNTRY, 2017–2014 (USD MILLION)

TABLE 28 ASIA PACIFIC: MOTOR SOFT STARTER MARKET SIZE, BY
APPLICATION, 2019–2024 (USD MILLION)

TABLE 29 ASIA PACIFIC: MOTOR SOFT STARTER MARKET SIZE, BY INDUSTRY,
2017–2024 (USD MILLION)

TABLE 30 ASIA PACIFIC: MOTOR SOFT STARTER MARKET SIZE, BY COUNTRY,
2017–2024 (USD MILLION)

TABLE 31 CHINA: MOTOR SOFT STARTER MARKET SIZE, BY VOLTAGE,
2017–2024 (USD MILLION)

TABLE 32 CHINA: MOTOR SOFT STARTER MARKET SIZE, BY RATED POWER,
2017–2024 (USD MILLION)

TABLE 33 INDIA: MOTOR SOFT STARTER MARKET SIZE, BY VOLTAGE,
2017–2024 (USD MILLION)

TABLE 34 INDIA: MOTOR SOFT STARTER MARKET SIZE, BY RATED POWER,
2017–2024 (USD MILLION)

TABLE 35 JAPAN: MOTOR SOFT STARTER MARKET SIZE, BY VOLTAGE,
2017–2024 (USD MILLION)

TABLE 36 JAPAN: MOTOR SOFT STARTER MARKET SIZE, BY RATED POWER,
2017–2024 (USD MILLION)

TABLE 37 REST OF ASIA PACIFIC: MOTOR SOFT STARTER MARKET SIZE, BY
VOLTAGE, 2017–2024 (USD MILLION)

TABLE 38 REST OF ASIA PACIFIC: MOTOR SOFT STARTER MARKET SIZE, BY

RATED POWER, 2017–2024 (USD MILLION)

TABLE 39 EUROPE: MOTOR SOFT STARTER MARKET SIZE, BY VOLTAGE, 2017–2024 (USD MILLION)

TABLE 40 EUROPE: LOW VOLTAGE MOTOR SOFTSTARTER MARKET SIZE, BY COUNTRY, 2017–2014 (USD MILLION)

TABLE 41 EUROPE: MEDIUM VOLTAGE MOTOR SOFTSTARTER MARKET SIZE, BY COUNTRY, 2017–2014 (USD MILLION)

TABLE 42 EUROPE: MOTOR SOFT STARTER MARKET SIZE, BY RATED POWER, 2017–2024 (USD MILLION)

TABLE 43 EUROPE: UP TO 750 W MOTOR SOFTSTARTER MARKET SIZE, BY COUNTRY, 2017–2014 (USD MILLION)

TABLE 44 EUROPE: 751 W–75 KW MOTOR SOFTSTARTER MARKET SIZE, BY COUNTRY, 2017–2014 (USD MILLION)

TABLE 45 EUROPE: ABOVE 75 KW MOTOR SOFTSTARTER MARKET SIZE, BY COUNTRY, 2017–2014 (USD MILLION)

TABLE 46 EUROPE: MOTOR SOFT STARTER MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 47 EUROPE: MOTOR SOFT STARTER MARKET SIZE, BY INDUSTRY, 2017–2024 (USD MILLION)

TABLE 48 EUROPE: MOTOR SOFT STARTER MARKET SIZE, BY COUNTRY, 2017–2024 (USD MILLION)

TABLE 49 UK: MOTOR SOFT STARTER MARKET SIZE, BY VOLTAGE, 2017–2024 (USD MILLION)

TABLE 50 UK: MOTOR SOFT STARTER MARKET SIZE, BY RATED POWER, 2017–2024 (USD MILLION)

TABLE 51 GERMANY: MOTOR SOFT STARTER MARKET SIZE, BY VOLTAGE, 2017–2024 (USD MILLION)

TABLE 52 GERMANY: MOTOR SOFT STARTER MARKET SIZE, BY RATED POWER, 2017–2024 (USD MILLION)

TABLE 53 RUSSIA: MOTOR SOFT STARTER MARKET SIZE, BY VOLTAGE, 2017–2024 (USD MILLION)

TABLE 54 RUSSIA: MOTOR SOFT STARTER MARKET SIZE, BY RATED POWER, 2017–2024 (USD MILLION)

TABLE 55 FRANCE: MOTOR SOFT STARTER MARKET SIZE, BY VOLTAGE, 2017–2024 (USD MILLION)

TABLE 56 FRANCE: MOTOR SOFT STARTER MARKET SIZE, BY RATED POWER, 2017–2024 (USD MILLION)

TABLE 57 REST OF EUROPE: MOTOR SOFT STARTER MARKET SIZE, BY VOLTAGE, 2017–2024 (USD MILLION)

TABLE 58 REST OF EUROPE: MOTOR SOFT STARTER MARKET SIZE, BY RATED POWER, 2017–2024 (USD MILLION)

TABLE 59 NORTH AMERICA: MOTOR SOFT STARTER MARKET SIZE, BY VOLTAGE, 2017–2024 (USD MILLION)

TABLE 60 NORTH AMERICA: LOW VOLTAGE MOTOR SOFTSTARTER MARKET SIZE, BY COUNTRY, 2017–2014 (USD MILLION)

TABLE 61 NORTH AMERICA: MEDIUM VOLTAGE MOTOR SOFTSTARTER MARKET SIZE, BY COUNTRY, 2017–2014 (USD MILLION)

TABLE 62 NORTH AMERICA: MOTOR SOFT STARTER MARKET SIZE, BY RATED POWER, 2017–2024 (USD MILLION)

TABLE 63 NORTH AMERICA: UP TO 750W MOTOR SOFTSTARTER MARKET SIZE, BY COUNTRY, 2017–2014 (USD MILLION)

TABLE 64 NORTH AMERICA: 751 W–75 KW MOTOR SOFTSTARTER MARKET SIZE, BY COUNTRY, 2017–2014 (USD MILLION)

TABLE 65 NORTH AMERICA: ABOVE 75 KW MOTOR SOFTSTARTER MARKET SIZE, BY COUNTRY, 2017–2014 (USD MILLION)

TABLE 66 NORTH AMERICA: MOTOR SOFT STARTER MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 67 NORTH AMERICA: MOTOR SOFT STARTER MARKET SIZE, BY INDUSTRY, 2017–2024 (USD MILLION)

TABLE 68 NORTH AMERICA: MOTOR SOFT STARTER MARKET SIZE, BY COUNTRY, 2017–2024 (USD MILLION)

TABLE 69 US: MOTOR SOFT STARTER MARKET SIZE, BY VOLTAGE, 2017–2024 (USD MILLION)

TABLE 70 US: MOTOR SOFT STARTER MARKET SIZE, BY RATED POWER, 2017–2024 (USD MILLION)

TABLE 71 CANADA: MOTOR SOFT STARTER MARKET SIZE, BY VOLTAGE, 2017–2024 (USD MILLION)

TABLE 72 CANADA: MOTOR SOFT STARTER MARKET SIZE, BY RATED POWER, 2017–2024 (USD MILLION)

TABLE 73 MEXICO: MOTOR SOFT STARTER MARKET SIZE, BY VOLTAGE, 2017–2024 (USD MILLION)

TABLE 74 MEXICO: MOTOR SOFT STARTER MARKET SIZE, BY RATED POWER, 2017–2024 (USD MILLION)

TABLE 75 MIDDLE EAST & AFRICA: MOTOR SOFT STARTER MARKET SIZE, BY VOLTAGE, 2017–2024 (USD MILLION)

TABLE 76 MIDDLE EAST & AFRICA: LOW VOLTAGE MOTOR SOFTSTARTER MARKET SIZE, BY COUNTRY, 2017–2014 (USD MILLION)

TABLE 77 MIDDLE EAST & AFRICA: MEDIUM VOLTAGE MOTOR SOFTSTARTER

MARKET SIZE, BY COUNTRY, 2017–2014 (USD MILLION)

TABLE 78 MIDDLE EAST & AFRICA: MOTOR SOFT STARTER MARKET SIZE, BY RATED POWER, 2017–2024 (USD MILLION)

TABLE 79 MIDDLE EAST & AFRICA: UP TO 750 W MOTOR SOFTSTARTER MARKET SIZE, BY COUNTRY, 2017–2014 (USD MILLION)

TABLE 80 MIDDLE EAST & AFRICA: 751 W–75 KW MOTOR SOFTSTARTER MARKET SIZE, BY COUNTRY, 2017–2014 (USD MILLION)

TABLE 81 MIDDLE EAST & AFRICA: ABOVE 75 KW MOTOR SOFTSTARTER MARKET SIZE, BY COUNTRY, 2017–2014 (USD MILLION)

TABLE 82 MIDDLE EAST & AFRICA: MOTOR SOFT STARTER MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 83 MIDDLE EAST & AFRICA: MOTOR SOFT STARTER MARKET SIZE, BY INDUSTRY, 2017–2024 (USD MILLION)

TABLE 84 MIDDLE EAST & AFRICA: MOTOR SOFT STARTER MARKET SIZE, BY COUNTRY, 2017–2024 (USD MILLION)

TABLE 85 SAUDI ARABIA: MOTOR SOFT STARTER MARKET SIZE, BY VOLTAGE, 2017–2024 (USD MILLION)

TABLE 86 SAUDI ARABIA: MOTOR SOFT STARTER MARKET SIZE, BY RATED POWER, 2017–2024 (USD MILLION)

TABLE 87 UAE: MOTOR SOFT STARTER MARKET SIZE, BY VOLTAGE, 2017–2024 (USD MILLION)

TABLE 88 UAE: MOTOR SOFT STARTER MARKET SIZE, BY RATED POWER, 2017–2024 (USD MILLION)

TABLE 89 SOUTH AFRICA: MOTOR SOFT STARTER MARKET SIZE, BY VOLTAGE, 2017–2024 (USD MILLION)

TABLE 90 SOUTH AFRICA: MOTOR SOFT STARTER MARKET SIZE, BY RATED POWER, 2017–2024 (USD MILLION)

TABLE 91 REST OF MIDDLE EAST & AFRICA: MOTOR SOFT STARTER MARKET SIZE, BY VOLTAGE, 2017–2024 (USD MILLION)

TABLE 92 REST OF MIDDLE EAST & AFRICA: MOTOR SOFT STARTER MARKET SIZE, BY RATED POWER, 2017–2024 (USD MILLION)

TABLE 93 SOUTH AMERICA: MOTOR SOFT STARTER MARKET SIZE, BY VOLTAGE, 2017–2024 (USD MILLION)

TABLE 94 SOUTH AMERICA: LOW VOLTAGE MOTOR SOFTSTARTER MARKET SIZE, BY COUNTRY, 2017–2014 (USD MILLION)

TABLE 95 SOUTH AMERICA: MEDIUM VOLTAGE MOTOR SOFTSTARTER MARKET SIZE, BY COUNTRY, 2017–2014 (USD MILLION)

TABLE 96 SOUTH AMERICA: MOTOR SOFT STARTER MARKET SIZE, BY RATED POWER, 2017–2024 (USD MILLION)

TABLE 97 SOUTH AMERICA: UP TO 750 W MOTOR SOFTSTARTER MARKET SIZE, BY COUNTRY, 2017–2014 (USD MILLION)

TABLE 98 SOUTH AMERICA: 751 W–75 KW MOTOR SOFTSTARTER MARKET SIZE, BY COUNTRY, 2017–2014 (USD MILLION)

TABLE 99 SOUTH AMERICA: ABOVE 75 KW MOTOR SOFTSTARTER MARKET SIZE, BY COUNTRY, 2017–2014 (USD MILLION)

TABLE 100 SOUTH AMERICA: MOTOR SOFT STARTER MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 101 SOUTH AMERICA: MOTOR SOFT STARTER MARKET SIZE, BY INDUSTRY, 2017–2024 (USD MILLION)

TABLE 102 SOUTH AMERICA: MOTOR SOFT STARTER MARKET SIZE, BY COUNTRY, 2017–2024 (USD MILLION)

TABLE 103 BRAZIL: MOTOR SOFT STARTER MARKET SIZE, BY VOLTAGE, 2017–2024 (USD MILLION)

TABLE 104 BRAZIL: MOTOR SOFT STARTER MARKET SIZE, BY RATED POWER, 2017–2024 (USD MILLION)

TABLE 105 CHILE: MOTOR SOFT STARTER MARKET SIZE, BY VOLTAGE, 2017–2024 (USD MILLION)

TABLE 106 CHILE: MOTOR SOFT STARTER MARKET SIZE, BY RATED POWER, 2017–2024 (USD MILLION)

TABLE 107 ARGENTINA: MOTOR SOFT STARTER MARKET SIZE, BY VOLTAGE, 2017–2024 (USD MILLION)

TABLE 108 ARGENTINA: MOTOR SOFT STARTER MARKET SIZE, BY RATED POWER, 2017–2024 (USD MILLION)

TABLE 109 REST OF SOUTH AMERICA: MOTOR SOFT STARTER MARKET SIZE, BY VOLTAGE, 2017–2024 (USD MILLION)

TABLE 110 REST OF SOUTH AMERICA: MOTOR SOFT STARTER MARKET SIZE, BY RATED POWER, 2017–2024 (USD MILLION)

TABLE 111 SOLCON TO BE THE MOST ACTIVE PLAYER IN THE MARKET BETWEEN

2016 AND 2019

List Of Figures

LIST OF FIGURES

FIGURE 1 MOTOR SOFT STARTER MARKET: RESEARCH DESIGN

FIGURE 2 MAIN METRICS CONSIDERED WHILE CONSTRUCTING AND ASSESSING

THE DEMAND FOR THE MOTOR SOFT STARTER MARKET

FIGURE 3 INSTALLATION OF ELECTRIC MOTORS IS THE DETERMINING FACTOR FOR

THE GLOBAL MOTOR SOFT STARTER MARKET

FIGURE 4 INSTALLATION OF ELECTRIC MOTORS IS THE DETERMINING FACTOR FOR

THE GLOBAL MOTOR SOFT STARTER MARKET

FIGURE 5 DATA TRIANGULATION METHODOLOGY

FIGURE 6 KEY SERVICE PROVIDERS' POINT OF VIEW:

FIGURE 7 LOW VOLTAGE SEGMENT IS EXPECTED TO HOLD THE LARGEST SHARE OF MOTOR SOFT STARTER MARKET, BY VOLTAGE, DURING THE FORECAST PERIOD

FIGURE 8 751 W–75 KW SEGMENT IS EXPECTED TO HOLD THE LARGEST SHARE OF MOTOR SOFT STARTER MARKET, BY RATED POWER, DURING THE FORECAST PERIOD

FIGURE 9 PUMP SEGMENT IS EXPECTED TO LEAD THE MOTOR SOFT STARTER MARKET, BY APPLICATION, DURING THE FORECAST PERIOD

FIGURE 10 ASIA PACIFIC DOMINATED THE MOTOR SOFT STARTER MARKET IN 2018

FIGURE 11 RISE IN DEMAND FOR INDUSTRIAL PUMPS WITH INCREASING DEMAND FOR HVAC APPLICATIONS IS EXPECTED TO DRIVE MOTOR SOFT STARTER MARKET, 2019–2024

FIGURE 12 LOW VOLTAGE SEGMENT DOMINATED THE MOTOR SOFT STARTER MARKET, BY VOLTAGE, IN 2018

FIGURE 13 751 W–75 KW SEGMENT DOMINATED THE MOTOR SOFT STARTER MARKET, BY RATED POWER, IN 2018

FIGURE 14 PUMP SEGMENT DOMINATED THE MOTOR SOFT STARTER MARKET, BY APPLICATION, IN 2018

FIGURE 15 OIL & GAS SEGMENT DOMINATED THE MOTOR SOFT STARTER MARKET, BY INDUSTRY, IN 2018

FIGURE 16 ASIA PACIFIC MOTOR SOFT STARTER MARKET IS EXPECTED TO GROW AT

THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 17 MOTOR SOFT STARTER MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

FIGURE 18 GLOBAL CHEMICAL MARKET SIZE, 2017–2030

FIGURE 19 COAL POWER GENERATION INVESTMENTS, 2010–2018

FIGURE 20 MOTOR SOFT STARTER MARKET (VALUE), BY VOLTAGE, 2018

FIGURE 21 MOTOR SOFT STARTER MARKET (VALUE), BY RATED POWER, 2018

FIGURE 22 MOTOR SOFT STARTER MARKET (VALUE), BY APPLICATION, 2019

FIGURE 23 MOTOR SOFT STARTER MARKET (VALUE), BY INDUSTRY, 2018

FIGURE 24 REGIONAL SNAPSHOT: ASIA PACIFIC MARKET IS EXPECTED TO GROW AT

THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 25 MOTOR SOFT STARTER MARKET SHARE (VALUE), BY REGION, 2018

FIGURE 26 ASIA PACIFIC: REGIONAL SNAPSHOT

FIGURE 27 EUROPE: REGIONAL SNAPSHOT

FIGURE 28 KEY DEVELOPMENTS IN THE MOTOR SOFT STARTER MARKET, 2016–2019

FIGURE 29 MOTOR SOFT STARTER MARKET (GLOBAL) COMPETITIVE LEADERSHIP

MAPPING, 2018

FIGURE 30 ABB LED THE MOTOR SOFT STARTER MARKET IN 2018

FIGURE 31 ABB: COMPANY SNAPSHOT

FIGURE 32 ABB: SWOT ANALYSIS

FIGURE 33 EATON: COMPANY SNAPSHOT

FIGURE 34 EATON: SWOT ANALYSIS

FIGURE 35 SIEMENS: COMPANY SNAPSHOT

FIGURE 36 SIEMENS: SWOT ANALYSIS

FIGURE 37 SCHNEIDER ELECTRIC: COMPANY SNAPSHOT

FIGURE 38 SCHNEIDER ELECTRIC: SWOT ANALYSIS

FIGURE 39 ROCKWELL AUTOMATION: COMPANY SNAPSHOT

FIGURE 40 ROCKWELL AUTOMATION: SWOT ANALYSIS

FIGURE 41 EMERSON ELECTRIC: COMPANY SNAPSHOT

FIGURE 42 EMERSON ELECTRIC: SWOT ANALYSIS

FIGURE 43 CROMPTON GREAVES: COMPANY SNAPSHOT

FIGURE 44 CROMPTON GREAVES: SWOT ANALYSIS

FIGURE 45 DANFOSS: COMPANY SNAPSHOT

FIGURE 46 LARSEN & TOUBRO: COMPANY SNAPSHOT

FIGURE 47 WEG: COMPANY SNAPSHOT

FIGURE 48 CARLO GAVAZZI: COMPANY SNAPSHOT

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